



Green California Summit

April 19, 2011

VISION

To Transform Sacramento into the Emerald Valley – the greenest region in the country and the hub of green Technology



FOUR GUIDING PRINCIPLES

- Regional Economy
- Green Jobs
- Innovative Policy
- Green IQ

FIVE POLICY AREAS

- Energy
- Waste & Recycling
- Water & Nature
- Green Building & Urban Design
- Green & Clean Tech

ACTION PLAN PROCESS

Step 1 **Vision** (May)

Step 2 **Sacramento Research & Fact Finding** (June)

Step 3 **Beyond Sacramento** (July)

Step 4 **Regional Goal Setting** (August)

Step 5 **Measuring Success** (September)

Step 6 **Implementation Strategy** (October)

Step 7 **Preliminary Action Plan** (November)

Step 8 **Final Action Plan** (December)



TEAM LEADS

John DiStasio (Energy)

Bill Walden (Waste & Recycling)

Alicia Guerra (Water & Nature)

Mike McKeever (Green Building & Urban Design)

Steven Currall (Green & Clean Tech)

LEADERSHIP TEAM

- Linda Adams, Secretary of CalEPA
- Panama Bartholomy, California Energy Commission
- Christi Black, Managing Partner of Ogilvy Public Relations
- Jared Blumenfeld, Director for Region 9 of the EPA
- Jack Crawford, Jr., Founder of Velocity Venture Capital
- Nathan Dietrich, District Director for Congresswoman Matsui
- Phaedra Ellis-Lamkins, Chief Executive Director for Green For All
- Pat Fong-Kushida, President of Sacramento's Asian-Pacific Chamber of Commerce
- Andrew Hargadon, Professor at UC Davis' Graduate School of Management
- Bill Mueller, CEO and Managing Partner of Valley Vision
- Bob Williams, Assistant Business Manager of IBEW Local #340







Placer County Youth Commission

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PLACER COUNTY
GROW YOUR GROCERIES

Placer County Youth Commission

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STATE OF THE CITY



TRANSFORMATIONAL GOALS: **ECONOMY**

Create a Self-Sustaining Sector

Double the Number of Green Jobs from 14,000 to 28,000

Create \$1 Billion Investment in the Sacramento Area's Green Economy

Purchase 20% of the Region's Food from Local Farmers and Ranchers

Create a Regional Marketplace for Green and Clean Technology Products

Retrofit Existing Buildings

Streamline Permitting

Create a Biofuels Industry

TRANSFORMATIONAL GOALS: **ENVIRONMENT**

Become the Greenest Region in the Country

Plant 3 million Trees

Reduce, Reuse and Recycle 85% of the Region's Waste

Reduce Water Use in the Region by 20%

Reduce Per Capita Energy Use by 15%

Design all New Planned Communities Consistent with "20 Minute Neighborhood" Principles

Increase the percentage of all trips taken by walking, biking or transit by 30%

Reduce Pollution Levels by 20%



TRANSFORMATIONAL GOALS: **ENGAGEMENT**

Brand the Region as the Emerald Valley

Create Greenwise Engagement Campaigns

Implement a Series of Greenwise Challenges

Establish a Greenwise Business Leadership Council

Certify 10,000 Businesses as “Greenwise Businesses”

Establish Sacramento Greenworks Program

Create a Greenwise Sacramento Marketing Plan

Lead by Example at the Local Government Level

SIGNATURE PROJECTS

- Create 3,000 Clean Tech Jobs
- Create a Greenwise JPA with \$100 million to finance school retrofits
- Consume 1 million gallons of biodiesel fuel a year and build a biofuels plant to manufacture waste
- Eat more local food and build an aggregation hub to allow local farmers to supply schools, hospitals and regional employers
- Install and activate Smart Grid



IMPLEMENTATION: GREENWISE JOINT VENTURE

- Convene, coordinate and leverage – keep momentum going!
- Implement Regional Action Plan
- Market the Sacramento region

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